

causing the content to be presented by the at least one set top box when a correlation exists between the content attributes and the user model associated with the set top box.

A version of Claim 1 showing the changes made thereto is provided below for the Examiner's reference: *Mark up*

1. An individually targeted content delivery method comprising [the steps of]:  
collecting data associated with at least one set top box;  
deriving at least one user model for each of the[said] at least one set top boxes  
based on the collected data;  
storing the[said] derived at least one user model and an identifier corresponding to the set top box from which the[said] at least one user model is derived in a storage means for later retrieval;  
selecting content and associated content attributes to be delivered to at least one set top box;  
transmitting the[said] selected content and content attributes to the set top box;  
causing the[said] content to be presented by the[said] at least one set top box when a correlation exists between the[said] content attributes and the[said] user model associated with the[said] set top box [exists].

Claim 19, line 4, delete "lest" and insert therefor --least--.

### REMARKS

In the above-referenced Office Action, the Examiner requested that the references discussed and filed in Applicants' June 17, 2002 Petition to Make Special also be filed in a Form 1449. Applicants have filed a corresponding Form 1449 with this response.

The Examiner also objected to portions of the Specification because of the use of the abbreviations IDGM and STB. The abbreviation IDGM is never used on its own, but rather as part of the name of three different components, IDGM Graphic Matrix 910, IDGM Calculation Algorithm 270, and IDGM Calculation Algorithm 940. Applicants